STAFF SPOTLIGHT: MUSICIAN AND BANDLEADER FRANCISCO FERREIRO

May 3, 2022



By Leila Darabi

If you've ever encountered a man with curly brown hair, olive skin and a not-quite--placeable Australian accent calling out across the produce section or the loading dock as new deliveries arrive, you may be familiar with multipotentialite and Coop staff

member Francisco Ferreiro.

He is a band leader, guitarist and educator who has at various points explored many other areas and interests in life. He studied engineering and physics, worked as a seasonal farm worker on his grandfather's farm, completed compulsory military service in Spain at the age of 18, served in the Australian Air Force straight out of college for a year and a half and worked as a tutor and substitute teacher.

SEEKING FRESH PRODUCE

Born in Australia and raised between that country and his parents' native Spain, Francisco first found the Coop about four years ago while seeking out fresh produce in New York.

"In Spain, you can go out to the local corner store and buy a tomato that looks like the Lancaster tomatoes that we get—you know the really beautiful ones that we get [at the Coop]? I came from that," he said.

Moving from Europe to the U.S. and missing tomatoes that taste like tomatoes was a rude awakening. "But obviously the Coop is the next level, an oasis in the middle of the desert—a food oasis."

Francisco visited the Coop with his wife, Jazmine Arelis Catasús, a printmaker and papermaker. They had heard of the Coop through "Brooklyn folklore" and through a couple with whom they were close friends, Thomas and Jenny. "Thomas is French, and he kept talking about the cheese, the cheese, the cheese."

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>
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FROM SHOPPER TO STAFF

Francisco and Jazmine became members but quickly found themselves on alert due to Jazmine's hectic schedule as a printmaker, working a nighttime bar gig and babysitting.

"She would never do her shifts," laughed Francisco. "So we always had makeups, and I was always at the Coop. And at one point I thought, why don't I just try to get a job here?"

He went full-time at the start of the COVID-19 pandemic and now serves as a Receiving Coordinator in produce and receiving.

"I'm all over the place. I'm quite proud of that," said Francisco. "I've tried to learn as much as I can so far. And I just like to help out wherever I can. I like learning new things and meeting new people so that I'm always evolving."

DISCOVERING MUSIC

The pursuit of music—and acceptance at the prestigious Berklee College of Music in Boston—first lured Francisco to the United States.

After getting into some scuffles in Australia, his parents had sent him to live with his Spanish grandparents in a village outside of Albacete, a city between Valencia and Madrid. Francisco describes the place as a "stopover" between larger cities, a location to "water horses" and move on. "There wasn't much to do for teenagers."

There was, however, a thriving independent music scene as local independent bands had broken through and were touring throughout Spain and Europe. Francisco describes the sound as heavily influenced by the Manchester scene in England, evoking early Radiohead and Sonic Youth.

His grandfather—or *yayo* as he calls him—was a janitor at a music school, and from

an early age Francisco's family had encouraged him to play piano and guitar. They did not, however, encourage a career in music.

"The culture where I came from, [in] my family, music was a hobby. It wasn't something that you could really do [for a living]."

So while he started bands and began to play out at local venues in Spain, Francisco dipped his toe in other areas before accepting his fate as a professional musician.

FROM THE AIR FORCE TO THE STUDY OF SOUND

As a teen, he returned to Australia and spent a year studying for and passing the prerequisite exams to enter the University of New South Wales, where he studied engineering and science. Afterward, he immediately joined the Air Force.

While he loved flying and logged 150 military flight hours, he never saw himself as a soldier. "I remember I was ironing bed sheets in officer training school in Melbourne. It was about 2 a.m. on my first night there and I was like, 'What am I doing here?'"

After leaving the Air Force, he entered a master's program in acoustic physics, the study of sound waves. "I feel like acoustic physics was kind of like [my attempt to] mix music and physics."

But Francisco quickly found himself forming bands, arranging music, and playing shows, leaving little energy for the research demanded by his program. "I used to be surfing all day and playing music; it's just so far from who I am."

His supervisor, trained as a classical musician himself, one day pulled him aside and said: "Francisco, look, at one point I had to make a decision: I'm either going to do physics or become a musician."

Francisco made his choice and, as luck would have it, Berklee College of Music held

auditions in Australia soon after.

FROM GOSPEL CHURCHES TO AFRO-FUNK

After a year at Berklee, Francisco transferred to a school in New York, where he met his wife and made a permanent home. Over the past decade, he has taught physics and music and worked as a musician for a large gospel church in Queens.

Today, his main creative project is a seven-piece Afro-funk band called Turiya Electric, named in homage to jazz musician Alice Coltrane, who took the Sanskrit name Turiyasangitananda.

FINDING A CREATIVE COMMUNITY AT THE COOP

Francisco sees his role at the Coop as linked to his lifelong pursuit of the arts and science. “I feel like food is an empowering and enlightened tool. And for me, it really closely correlates to creativity. Food for me is an art form, too. What you eat is what you are, and it influences your spirit.”

He said he found like-minded creatives when he joined the Coop and then became staff.

“Everyone seemed really open and really cool, which they are. I feel like most of my coworkers are artists or musicians or just really open-minded liberal people. So it feels like a real creative environment.”

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CIRCLE OF LIFE

Though he has landed far from where he grew up, Francisco sees the Coop as a continuation of the appreciation for food and farmers that he learned from his Spanish grandparents.

“When I was little, I used to work on my grandfather’s land picking onions and stuff,” said Francisco. “I learned to ride a bicycle on the dirt track of a corn field. I remember the corn fields that day, and for me the association of food is so closely tied with who I am.”

He also links these early lessons to the Coop’s mission of equity.

“I think it’s extremely important in a big city like this that we are building community, so that we’re supporting each other, supporting small businesses, more farms, and growing together as a force,” said Francisco.

“Because we’ve all seen the other option. We’ve all seen monopolization. And we see what it does to the land, to the people, or to the communities. [We need to] make sure we’re reaching all parts of the community and giving everyone opportunities to access the food.”

COOP BUYERS: SUPPLY CHAIN SUPERHEROES

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Meat buyer Margie Lempert is seeing trucking delays and higher prices for everything.

By Marisa Bowe

We've all read about supply chain snarls—including in the last issue of the *Linewaiters' Gazette*. For the Coop's buying team, those snarls have become the new normal.

BULK GOODS AND GROCERIES

PHOTO BY ROD MORRISON

Cheese, bulk and specialty buyer Yuri Weber is encouraging smaller distributers to meet the Coop's shortfall.

"We're just mad scrambling for things," said cheese, bulk and specialty foods buyer, Yuri Weber. "Playing this whack-a-mole game of trying to find who has food, and switching the distributor every week to try to find it. Our stress level is very high."



Gillian Chi, groceries buyer, sees a shortage of supply across the whole store.

"My job is totally different now," said groceries buyer Gillian Chi. "I used to spend maybe an hour-and-a-half a day ordering. Now I spend four hours a day. There isn't really one particular item [in short supply]," she explained. "The problem for us is that it's across the whole store, and the out-of-stocks keep shifting."


field DAY organic
Non-BPA Can Lining
Black BEANS
USDA ORGANIC
NON GMO Project VERIFIED
Good Source of fiber
SERVING SUGGESTION
NET WT. 15 OZ (425g)
field DAY organic
Non-BPA Can Lining
Black BEANS
USDA ORGANIC
NON GMO Project VERIFIED
NET WT. 15 OZ (425g)
Unit Price
$1.27
LB
RETAIL PRICE
$1.19
15 OZ
Field Day Beans Black Organic
PHOTO BY JOHN MIDGLEY

Keeping a huge seller like black beans in stock has been a major challenge. "We sell a ton of canned black beans . . . All of a sudden I'm not getting any black beans delivered. And then I realize we're going to run out if I don't scramble and find a different brand or a different distributor. So I scramble and I find a replacement, and then before I finish dealing with that, it's pasta. All of a sudden I can't get La Molisana, a popular brand of pasta. It won't just be one distributor; it'll be that nobody has it," said Chi.

"It's this waiting game. Do I wait a few more days and see if it comes back in stock, or do I find a substitute? Then I find a substitute, I get a bunch of it in. I put it on the shelf, and then maybe the La Molisana comes back. And then"—with limited storage—"what do you do?" wondered Chi.

This scenario is playing out over dozens of items. "I'll have a list every day of like 50, 60 different items that are now out of stock," Chi said. Adding to the difficulties, UNFI, the Coop's biggest distributor, has been rationing and cutting orders, adding a new word to the buyers' vocabulary: "smoothing." Smoothing, said Weber, "is just a euphemism for not sending us what we want."

"We never used to have limits before," said Chi. "We could order as much as we wanted," but now there are limits to the amounts buyers may purchase. "Some days we would order 1,000 cases and get five cases. Some days we would order 1,000 cases and get 300 cases. It was really bad. It was very stressful," recalled Chi.

It now takes Chi at least twice as long to compile the buyers' orders each day. "I have to do it on a spreadsheet, add them all up, make sure they don't go over the case count for that day. And if they do, I have to start making adjustments. It's very tedious," she said.



“The reason we order from UNFI,” Weber explained, “is that they’re huge. We sell a ridiculous amount of food for the size of the store that we are.” When the smoothing started, he said, “we were kind of scrambling to find replacements using our pre-existing distributors,” but there’s just one problem. “We clean them out because they’re just not equipped to deal with the kind of volume that we do,” said Weber.

“We’re trying to encourage these more local, smaller distributors to step up their game a little bit,” Weber said. “It’s probably about 40 distributors that we work with that sell cheese and pantry items and things that UNFI doesn’t sell. We had a good meeting with them a couple of weeks ago to try to make that happen. We’re also trying to find places that are kind of close because of the trucking problem.”

“We’re still trying,” he said, “to figure out long term how this is going to work.”

MEAT

Margie Lempert, meat buyer for the Coop, said some of her meat comes from afar, and she's seeing higher delays than usual because of trucking issues at various distribution sites. She has also noticed that local suppliers are affected, too, with the result being the same for both. "We've gotten cost increases across the board," Lempert said. "Chicken, pork, everything, really."

"We did have price increases from Aberdeen Hill not that long ago," she said. "And we did see some increases from McDonald, who's a local farmer we buy pork and lamb from. I asked Aberdeen about the cost increases, and he said everything has gone up: fuel, insurances, feed supplements, seed, repair parts, etc. The price of piglets has gone up almost 40%. There's increased cost to trucking and butchering, and processing fees, as well."

Hudson Harvest, a Germantown, New York, distributor, sells sausages and other meat products to the Coop. "We just found out they're shutting the processing plant down for two to three weeks because they can't get enough labor in to keep the ball rolling," Lempert said.

In an effort to get members the meat they desire, Lempert has come with a solution: "What I arrived at is ordering much more than we need and asking the distributor to freeze some of it so we can pull it later as a frozen product, and then we'll defrost it. It's not going to affect the quality."

PRODUCE

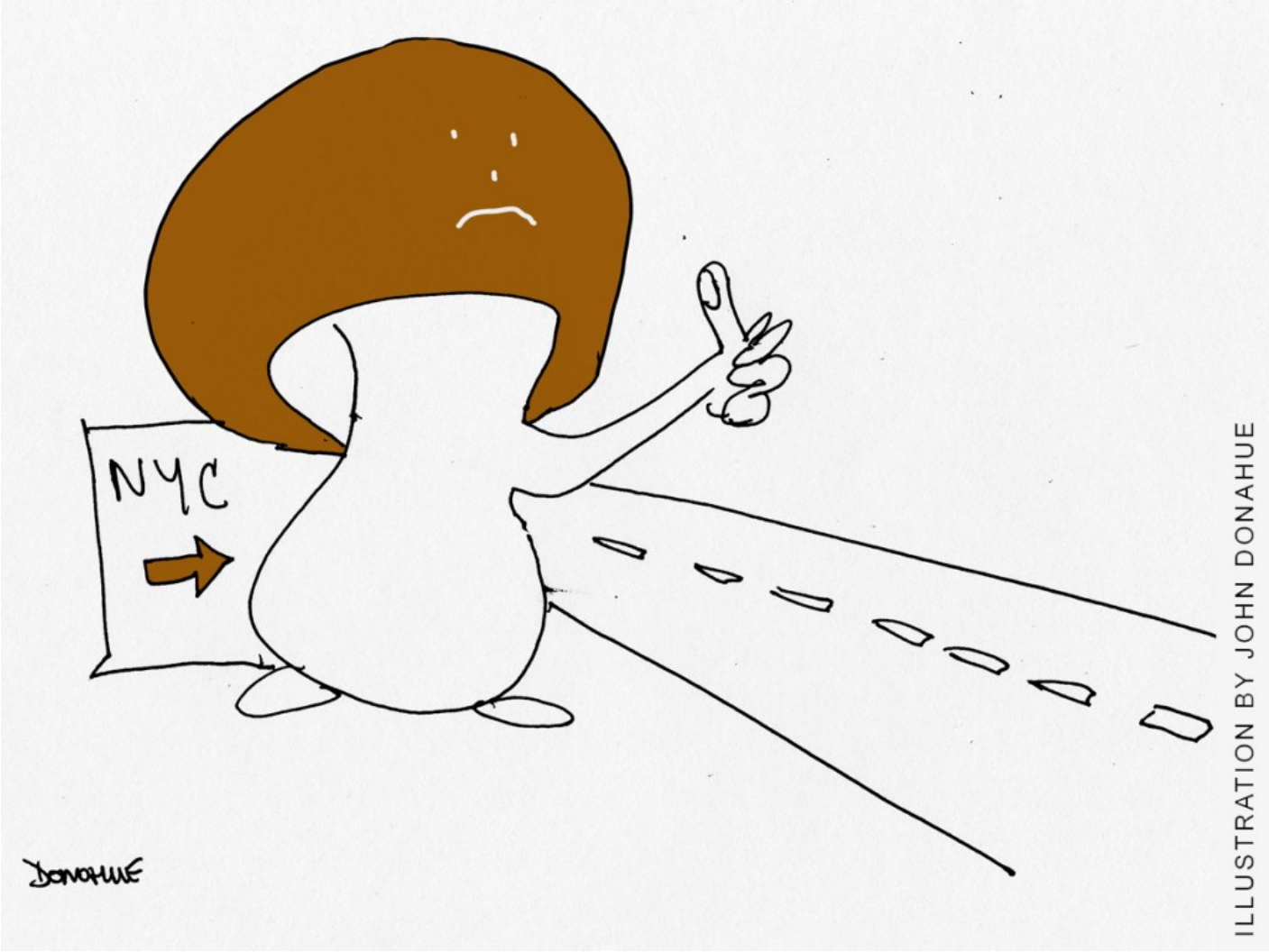

VACUUM COOLED
Fresh
Organic
MUSHROOMS
PHOTO BY ROD MORRISON

Cecelia Rembert, produce buyer, keeping a close eye on those hard-to-get mushrooms.
“We always scramble somewhat,” said produce buyer Cecelia Rembert, “because produce is always riding waves. Crops fail all the time. That’s just the nature of weather. One of the things that we pride ourselves on is hoping that the Coop membership never notices.”

This year has been different. “Through the summer and fall…from talking to our various suppliers, whether small-scale or large-scale, they had the produce in plenitude,” she said, but “they didn’t have the workers they needed to pack the pallets and drive the trucks.

“Delivery schedules became much more erratic, and there were many more of what we call ‘mispicks’—the wrong item was sent because the person working was new.”

“But,” Rembert said, “we have been recently seeing real genuine produce outages now as well. We get substitutions that we didn’t ask for—like we’d ordered five green kale, and instead we get five celery.”



“The only thing that kind of hurts my heart is not having the creminis,” lamented Rembert. “Mushrooms are very hard to get. We tried to order 50 cases of cremini mushrooms, and one of our suppliers wrote back that they’re rationing everybody to three cases each. They don’t have the people to grow them and pack them. So it’s likely we won’t have enough creminis for all of our members, which sucks. We really try hard for that not to happen,” she said.